

St. Joseph's College, Bangalore
Department of Communication

MA (Advertising and Public Relations)
Course Structure 2019-2020

Duration: 2 Years

Objective: The course will train students in the advertising production strategies, branding, management and ethics. It will also equip them with Public Relations process, strategies, crisis management, and corporate communication. The aim is to develop versatile communication professionals who have cultivated a knack for creativity, strategic thinking, critical analysis and innovation.

Selection Procedure: Entrance test

Programme Pattern: Semester System

Specialization: The first and second semester will be core modules. In third semesters, student goes for specialization, either Advertising or Public Relations. Student chooses their specialization during the time of admission.

Semester I: (Core Modules)

Course Title	Scheme	Credits
Communication Theory and Practice	T	4
Integrated Marketing Communication	T	4
Advertising: Principles, Concept and Management	T	4
Public Relations: Principles and Practices	T	4
Contemporary Media Scenario	T	2
Creativity and Campaign Planning	P	4
Integrated Marketing Communication	P	2
Total Credits		24

Semester II: (Core Modules)

Course Title	Scheme	Credits
Digital Media Marketing	T	4
Production Techniques & Methods	T	4
Marketing Research for Advertising and PR	T	4
Consumer Behaviour	T	4
Media Planning and Buying	T	2
Art and Design	P	4
Production Techniques & Methods	P	2
Total Credits		24

Internship and Project: After two semesters, students have to undergo compulsory internship in a social organisation. At the end of the internship, they have to prepare a report on the work. **Credits: 2**

Semester III: (Advertising Specialization)

Course Title	Scheme	Credits
Theories And Techniques Of Ideation In Advertising	T	4
Advertising Management	T	4
Brand Management	T	4
Account Planning	T	4
Media, Ethics & Law (Advertising)	T	2
Copy Writing	P	4
Fundamentals Of Creative Development	P	4
Total Credits		26

Semester III: (Public Relations Specialization)

Course Title	Scheme	Credits
Organisation Structure and Behaviour	T	4
Tools and Techniques of Public Relations	T	4
Corporate Communication	T	4
Media, Ethics & Law (Public Relations)	T	2
Strategic PR and Reputation Management	T	4
Event Management	P	4
Writing For Public Relations	P	4
Total Credits		26

Semester IV:

A semester-long internship (600 hours) in their respective specialization. Students have to make a detailed report of the internship. Two colloquia, one mid-internship and one at the end of the semester.

Credit: 20 + 4